

Animal Health and Market Access

- The purpose of NAIS continues to be animal disease control.
- However, a primary reason for controlling disease is to protect the investment livestock and poultry producers have made in their animals. This is true with all animal health and disease control programs.
- Animal health and market access go hand in hand.
- When we talk about “market access,” we’re not just talking about the marketing of animals. We’re talking about the basics—being able to move animals and maintain consumer demand. These market issues have the potential to impact any livestock or poultry producer.
- To sell animals, you have to be able to move them. And if there’s no demand for the animals or their products, there’s no market.
- A single report of disease can shut down the movement of all animals in surrounding areas. Such movement restrictions disrupt agricultural markets, exhibitions, and other livestock activities and business operations.
- Consumers consider the health of agricultural animals when making decisions about the food products they purchase. An outbreak of disease—or even the perception that animals are unhealthy—affects consumer confidence in the food supply.
- So when we control disease, we’re not just protecting the health of animals. We’re protecting their marketability, their value, and the opportunity to move animals whenever it’s a wise business decision—preserving a way of life for livestock and poultry producers in our country.
- Protecting animal health always comes first. And the result of protecting animal health is continued financial benefits and market access for American producers.